



COCHISE COUNTY TOURISM COUNCIL

December 3, 2015

9:00 AM

Cochise County Bldg G

1415 Melody Ln

Bisbee, Arizona

AGENDA

Roll Call:

Call to Public:

Minutes: October, 2015

Treasurer's Report:

Committee Reports

1. **Media Communications & PR** – Lisa, Judy, Bob, Patty, Steve

Discussion/ Action: Items that the Cochise County Tourism Council will discuss or take action on

1. Arizona Office of Tourism World Tour and how to encourage tourism related businesses to attend
2. KJZZ Travel Show report and decision to continue to attend this show or attend another show to be determined at a later date.
3. Discussion and/ or decision to attract Canadian visitors through the Destination Marketing Organization
4. Discussion and/ or decision to attract Sonoran Mexican visitors through the Destination Marketing Organization- Where is the Cochise County Tourism Council and the Plaza Hotel on travel itineraries?
5. Discussion and / or decision to award bid for the publishing of the “*Land of Legends*” Magazine
6. Discussion and/ or decision to approve the Cochise County Tourism Council to request proposal for “*Arizona Highways TV*” to film a television episode on the Border Communities/

Community Announcements: Benson – Bisbee – County – Cochise College – Douglas – SEAGO
–Sierra Vista – Tombstone - Willcox

Next Meeting Location/Date: January 27, 2016 Cochise County Small Business Development Center, AZ

NOTICE: The Cochise County Tourism Council, CCTC, operates by an *Intergovernmental Agreement* which is a contract between governments. The Cochise County Tourism Council is required to operate under open meeting laws that govern Arizona’s Public Bodies and how they have meetings. The CCTC is officially a *Destination Marketing Organization*.